

# Medical Opportunities in Pennsylvania Physician Services Newsletter

May 2009

## Greetings,

National healthcare changes are imminent and this issue of the Physician Services newsletter reflects on the topics of the day that will impact our success today and tomorrow. Once a seasonal process, Physician Recruitment activity is a 24/7 type of effort requiring creative solutions to difficult searches. Our programs and staff resources are designed to provide customized support to you. We look forward to talking with you soon.

Deb Collier, Kim Burley & Jodi Schafer  
Medical Opportunities  
800-479-1666



## Announcing Medical Opportunities

Watch for Medical Opportunities at upcoming physician events, in print and online ads and exhibiting at ASPR! We have created a new brand name - **Medical Opportunities** - to include all of our successful recruitment programs - Medical Opportunities in Michigan, Medical Opportunities in Ohio, Opportunities in Medicine in Indiana, Practice Opportunities in Pennsylvania and Consulting Partners in Recruiting Plus!

We have a Twitter page -

[www.twitter.com/medicalopp](http://www.twitter.com/medicalopp) and have created a new Facebook group "Medical Opportunities" to discuss news and trends in physician recruitment in the Midwest.

Join in the fun and watch for Medical Opportunities - and don't forget to stop by and say hi!

## American Recovery Reinvestment Act Funding Cycle for the National Health Service Corps

The National Health Service Corps has more than **\$80,000,000** available for their Loan Repayment Program (2 year awards) and will start accepting applications on a continuous basis from **6/2/09 until 9/30/10**, or until the funds are depleted. Eligible providers are:

- Allopathic (MD) or Osteopathic (DO) physicians board certified in the primary care specialties of family medicine, obstetrics/gynecology, general internal medicine, general pediatrics, or general psychiatry.

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**Welcome, Jodi Schafer!**

In April, Jodi Schafer joined the Medical Opportunities staff as the Recruitment Program Coordinator.

Jodi's primary work will focus on member customer service and candidate sourcing in all specialties for our online programs including POP and PSS/CPR+.



Jodi received her BA from Kalamazoo College in secondary education and has over four years experience in Human Resources and Recruiting. Her healthcare background began as a Human Resources Manager for a medical billing company and blossomed into HR consulting for small physician practices in the state of Michigan.

Jodi will be contacting each member throughout the next 12 weeks to introduce herself and launch our Customer Service Program. This program will consist of quarterly contact with each member to review site usage data, verify member and opportunity information and solicit feedback on the usefulness of the POP site and any recommendations for

- Primary Care Certified Nurse Practitioners (NPs) in primary care specialties for adult, family, pediatric, psychiatry/mental health gerontology, or women's health.
- Certified Nurse-Midwives (NMs) with national certification by the American Midwifery Certification Board.
- Primary Care Physician Assistants (PAs).
- General Practice Dentists and Pediatric Dentists; Registered Clinical Dental Hygienists.
- Health Service Psychologists (HSP) (a.k.a. Clinical and Counseling Psychologists); Licensed Clinical Social Workers (LCSWs); Psychiatric Nurse Specialists (PNSs); Marriage and Family Therapists (MFTs); Licensed Professional Counselors (LPCs).

Click on this link to the National Health Service Corp for more information.:  
<http://nhsc.hrsa.gov/applications/lrp>

## Getting Your Money's Worth - Using the POP Site to the Fullest (10 Tips)

We at Medical Opportunities want to make your jobs a bit easier! That is why we are continually adding resources and applications to our website(s) to increase your search efficiencies, give you data on workforce demographics, allow you to track and report on ROI, and supply you with a library of resources to aid in your recruiting plans. Whether you are new to our site or have been a long-standing member, we wondered if you knew that...

1. **You can search for candidates.** - I know this may seem like an obvious feature of the site, but you would be surprised at how under-utilized this utility is by some of our members. In addition to posting opportunities for candidates to view, you also have the capability to search out candidates to market you opportunities to. You can search candidates using a variety of criteria. The fewer criterions you enter in the search engine, the broader your results will be. Keep in mind that your search results will only yield "public" candidates. *More on this in #4.* Search results will yield candidate names whose profile information matches your search criteria. Along with their name, you will receive a brief synopsis of their profile for quick viewing.
2. **You can save time by reviewing only newly registered candidates.** - If you are actively working the candidate database (and we hope that you are!) you can prevent yourself from sifting through candidates that you have already viewed. Simply use the "Candidates Registered Since" field in the search engine to enter the date range since your last search. This will result in candidates who meet your search criteria AND who have registered on the site since your last visit, thus saving you valuable time!
3. **You can send broadcast emails to candidates.** - That's right! If you are not using this function, you are missing out on a quick, easy and effective way of getting your opportunity in front of qualified candidates. This application is available from the candidate search result screen. You can choose to email all or some of the candidates that met your search criteria in one fell swoop! Your email message can simply restate the opportunity available or you can use this function to further promote your facility/practice and location.
4. **You cannot view all candidates who are registered on the system.** - Sad, but true. When candidates register their profile information with our sites, they have the option of making their information "public" or "private". In other words, if they choose to keep their profile and CV private, they will be able to see you, but you can't see them. If a private candidate is interested in an opportunity you have posted, they can express their interest and share their contact

improvement. We are excited about this new program and view it as an excellent opportunity to touch-base with each member, as well as, introduce Jodi and acclimate her to each of your member profiles.

Jodi can be reached at 517-347-3332 or 800-479-1666 and via email at: [Jodi.schafer@mhc.org](mailto:Jodi.schafer@mhc.org).

Join Our Mailing List!

## Where We Are Going! Where We Have Been!

### MEDICAL OPPORTUNITIES UPCOMING EXHIBITING SCHEDULE

#### May:

29th MSU Residency Career Fair, East Lansing, MI

#### July:

13th [Career MD Detroit](#), Southfield, MI

16th - 18th [Michigan Academy of Family Physicians \(MAFP\)](#), Traverse City, MI

23rd - 25th [Indiana Academy of Family Physicians \(IAFP\)](#), French Lick, IN

#### August:

7th [Ohio Academy of Family Physicians \(OAFP\)](#), Dublin, OH

25th [Michigan College of Emergency Physicians \(MCEP\)](#), Resident Assembly, East Lansing, MI

30th - 2nd [Association of Staff Physician Recruiters \(ASPR\)](#), Minneapolis, MN

#### September:

14th [Career MD](#) Cleveland, Cleveland, OH

25th - 27th [Michigan Chapter-American College of Physicians \(MACP\)](#), Traverse City, MI

#### October:

8th - 11th [Michigan Academy of Physician Assistants \(MAPA\)](#), Boyne City, MI

26th - 27th [Ohio Network of Physician Recruiters \(ONPR\)](#), Columbus, OH

information with you through the "manual match" process. This is the only way you will be able to view private candidates' information. *This is why it is important for members to post all open searches on the site. You never know who might be looking at them!*

5. **You do not have to start from scratch when you want to post a new opportunity.** - When opportunities are no longer open, simply change their status from "online" to "offline". Moving an opportunity offline will save that posting information in the Offline Opportunities page, where candidates cannot access it. When a new opportunity needs to be posted, simply open an old opportunity that was moved offline and use it as a template. Edit the opportunity to reflect the current position requirements and move it back online for candidates to view. Moving opportunities online and offline, versus adding and deleting them, will prevent you from starting from scratch with each new posting or change.

[Continue reading tips 6-10 - Click here.](#)

## Consulting Partners in Recruiting Plus (CPR+)



**Consulting  
Partners in  
Recruiting**

*A Program of the Michigan Health Council*

CPR Plus is the only non-profit physician recruitment sourcing program that generates referrals for your specific search criteria. CPR Plus works to supplement your efforts to source qualified and interested candidates. The program sources candidates of all specialties to match with your practice opportunities and makes direct referrals to you with a detailed profile and CV.

- CPR Plus produces HOT leads - prequalified for your specific opportunity and location and ready to receive your call.
- Professional sourcing staff produces over 3000 DEDICATED CALLS each month to potential candidates.
- Create NATIONAL EXPOSURE for your opportunities and hospital through quarterly mailings of 3000 flyers to training programs throughout the country.
- Nine years of DEMONSTRATED SUCCESS.
- Time-saving and cost effective, CPR Plus delivers GUARANTEED LEADS - qualified, motivated and interested in your opportunity!

For more information, please call Kim Burley at 800-550-6013 or Email: [kim.burley@mhc.org](mailto:kim.burley@mhc.org)

## 2009 Resident Match Day

According to the National Resident Matching Program (NRMP), this was the largest Match in history: 29,890 applicants participated-1,153 more than last year and 4,500 more than participated five years ago.

More than half the participants in this year's Match were U.S. medical school seniors (15,638), 400 more than in 2008. "We saw an across the board increase in Match applicants this year, particularly among U.S. medical school seniors," said Mona M. Signer, executive director of the NRMP. "This is likely the result of medical school expansion across the nation in anticipation of a future physician shortage-existing medical schools have increased their class sizes and new medical schools are in development."

### November:

4th - 6th [Midwest Recruiters](#), Chicago, IL

6th - 8th [Pennsylvania Academy of Family Physicians \(PAFP\)](#), Erie, PA

14th - 15th [Indiana Chapter-American College of Physicians \(IACP\)](#), Indianapolis, IN

### MEDICAL OPPORTUNITIES HAS BEEN EXHIBITING FOR YOU!

Since January, Medical Opportunities has been exhibiting at the following meetings representing your opportunities!

### January:

22nd Michigan Academy of Osteopathic Family Physicians, Shanty Creek Resort, MI

29th Career MD Pittsburgh, Pittsburgh, PA

### February:

18th Career MD Columbus, Columbus, OH

### March:

11th Henry Ford Resident Event, Detroit, MI

12th Career MD Indianapolis, Indianapolis, IN

14th University of Michigan Flint CRNA Event, Frankenmuth, MI

18th Bay Regional Medical Center Resident Event, Bay City, MI

20th Oakland University Nurse Practitioner Event, Detroit, MI

### April:

16th MSU GMEI Research Day, East Lansing, MI

29th Emergency Medicine Resident Poster Day, East Lansing, MI

30th Indiana Osteopathic Association, Indianapolis, IN

### May:

3rd Michigan Recruitment & Retention Network Annual Conference, Grand Rapids, MI

19th Indiana Society of Physician Recruiters, Indianapolis, IN

**Quick Links**

Other participants in the 2009 Match included:

- 10,874 graduates of international medical schools - an increase of 570 participants from last year
- 2,015 students and graduates of osteopathic (D.O. degree-granting) schools-an increase of 145 from 2008, and
- 1,222 physicians who previously graduated from medical (M.D. degree-granting) schools - a slight increase of 38 participants from 2008.

To view more detailed results click on the link below:  
<http://www.nrmp.org/data/advancedatatables2009.pdf>



[Practice Opportunities in Pennsylvania](#)

**HAP** THE HOSPITAL & HEALTHSYSTEM  
ASSOCIATION OF PENNSYLVANIA

[The Hospital & Healthsystem Association of Pennsylvania](#)